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Message Text

PAGE 01 STOCKH 03483 190820Z

10
ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 /020 W
---------- 127084
R 290741Z JUL 75
FM AMEMBASSY STOCKHOLM
TO AMEMBASSY HELSINKI
INFO SECSTATE WASHDC 5158
USDOC WASHDC

UNCLAS STOCKHOLM 3483

USDOC FOR BIC/OIM:CEJOHNSON AND MOLLY CLEVELAND

E.O. 11652: N/A
TAGS: BEXP, SW, FI
SUBJECT: COMMERCIAL PROGRAM: IN-STORE PROMOTION

REF: MARCOTT/STC TELECON JULY 16

1. RESPONSE YOUR REQUEST, WE ASSEMBLING DOSSIER ON OUR IN-STORE PROMOTION WITH NORDISKA KOMPANIET (NK) DURING MARCH - MAY UNDER FY 75 CCP AS FUNDED BY DEPARTMENT OF COMMERCE. WE INCLUDING COPY OUR CONTRACT WITH NK (S-50-FA-377, JULY 26, 1974) WHICH WAS APPROVED BY COMMERCE IN ACCORDANCE WITH A-8350, AUGUST 16, 1972 (AS UP-DATED AND AMENDED). FILE BEING FORWARDED BY PRIORITY VIA AIR POUCH.

2. RESULTS HERE MOST GRATIFYING AND WE WISH YOU EVERY SUCCESS IN YOUR PROPOSAL WITH STOCKMANNS. BIC/OIM/SAD - COMMERCE INFORMED US BY TELEGRAM (USDOC 2540) INTER ALIA, THAT COMMERCE EAGER ASSIST IN-STORE PROMOTIONS UNDER CURRENT GUIDELINES. SINCE WE HAD PROMOTION IN FY 75 OUR SITUATION DIFFERENT FROM YOURS AND WE THEREFORE SENDING COPY THIS TEL TO COMMERCE WITH REQUEST THAT YOUR OFFICE BE INFORMED BY COMMERCE OF SITUATION FOR FY 76 IN-STORE PROMOTION IN YOUR MARKET. THIS PRESUPPOSES THAT PROPOSAL BE RECEIVED FROM INTERESTED FIRM AND BE REVIEWED BY DEPARTMENT.
STRAUSZ-HUPE

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<< END OF DOCUMENT >>

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Message Attributes

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Channel Indicators: n/a
Current Classification: UNCLASSIFIED
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Control Number: n/a
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Draft Date: 29 JUL 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750250-0413
From: STOCKHOLM
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